

February 23, 2015

## **KYAE advertising campaign launching! Please track!**



*The following was sent out to the KYAE list serv.*

### **GREAT NEWS!**

This week, KYAE is launching an 11-week advertising campaign – using radio and print mediums – that will feature coverage in all 120 counties!

The radio ads feature a couple of voices you may recognize, but the messages they are sharing are taken from actual GED® graduates who have passed the new test. The tagline is, "Life is easier with your GED® diploma ... and earning it may be easier than you think."

**It is more important than ever that how your students hear about your program is accurately recorded in KAERS. In order for us to continue to justify the cost of this kind of widespread advertising, we must be able to show – beyond mere anecdotal evidence – that it impacts the number of students coming through our doors. BEGINNING TODAY AND LASTING THROUGH THE END OF THIS FISCAL YEAR, please take special care to accurately record this information.**

I'm really excited about this opportunity and hope that we see great results from it. Keep me updated as people hear the spots and let me know what you think.

Thanks for all that you do – and for making an extra effort in tracking this campaign!

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*To learn more about Stronger by Degrees, Kentucky's 2011-2015 Strategic Agenda for Postsecondary and Adult Education, visit [www.cpe.ky.gov/strongerbydegrees](http://www.cpe.ky.gov/strongerbydegrees).*